## CLAIMS

What is claimed is:

1. A method comprising:

accessing content descriptive data corresponding to content operable to be transmitted to a reception system associated with a user;

accessing preference data that describes a content preference of the user;

determining to notify the user by comparing the content descriptive data with the preference data and determining that the content descriptive data matches the preference data; and

enabling notification of the user by transmitting a notification request to a notification system associated with the user.

2. The method of claim 1, wherein accessing content descriptive data includes accessing content descriptive data corresponding to digital multimedia entertainment content selected for transmission to the reception system and operable to be transmitted over a broadcast channel to the reception system which comprises a memory to store the content.

3. The method of claim 1, wherein enabling notification of the user by transmitting a notification request further comprises:

generating a notification request by using at least a portion of the content descriptive data; and

transmitting the notification request by using a predetermined stored address corresponding to the notification system.

4. The method of claim 1, wherein enabling notification of the user by transmitting a notification request to a notification system associated with the user further comprises transmitting a notification request operable to cause a notification from a notification system selected from the group consisting of a pager, and a phone.

5. A machine-readable medium having stored thereon data representing sequences of instructions that when executed cause a machine to:

access content descriptive data corresponding to content that has been selected for broadcast to a plurality of reception systems including a reception system associated with a user;

access predetermined preference data that comprises a predetermined content preference of the user and a predetermined notification preference of the user;

compare the content descriptive data with the predetermined content preference data to determine to notify the user;

generate a notification request based on the predetermined notification preference of the user; and

enable notification of the user by transmitting the notification request to a notification system associated with the user.

6. The machine-readable medium of claim 5 wherein the instructions to enable notification of the user by transmitting the notification request to a notification system associated with the user further comprise instructions causing the machine to transmit the notification request to a notification system selected from the group consisting of a personal computer, a laptop, a personal digital assistant, and an email account.

7. The machine-readable medium of claim 5:

wherein the instructions to generate a notification request based on the predetermined notification preference of the user further comprise instructions causing the machine to generate a notification request comprising a portion of the content descriptive data and a format appropriate for a requested notification system; and

wherein the instructions to enable notification of the user by transmitting the notification request to a notification system associated with the user further comprise instructions causing the machine to transmit the notification request using a predetermined address corresponding to the requested notification system.

8. A system comprising:

content descriptive data that describes digital content to be broadcast to a user;

a profile that includes content preference data for the user; and

a notification requesting system to access the content descriptive data and the profile, to compare the content descriptive data and the profile, and to issue a

notification request to a notification system associated with the user if the content descriptive data matches the profile.

9. The system of claim 8, wherein the notification system is a mobile notification system.

10. The system of claim 8, wherein:

the digital content includes television programming;

the profile includes a television content preference for the user; and

the notification requesting system is a notification requesting system to generate a notification request comprising a portion of the content descriptive data and issues the request using a predetermined address of the notification system.

11. The system of claim 8, wherein:

the digital content includes digital content having a type that is selected from the group consisting of music, software, and video game; and

the profile includes a notification preference for the user.

12. The system of claim 8, wherein the profile is coupled with the user via a communication link and operable to be modified by the user.

13. The system of claim 8, wherein the profile comprises preference data that was obtained by observing and recording content consumption by the user.

14. The system of claim 8, wherein the notification requesting system is a notification requesting system to generate:

a first request at a first time prior to transmission of the content to the user to enable the notification system to notify the user of content before it is transmitted; and

a second request at a second subsequent time after transmission of the content to the user to enable the notification system to notify the user of content after it has been transmitted.

15. A system comprising:

content descriptive data associated with content;

content preference data associated with a user; and

notification means to access the content descriptive data and the content preference data and to notify the user if the content descriptive data matches the content preference data.

16. The system of claim 15, wherein the notification means comprises a notification system selected from the group consisting of: a pager, telephone, and a personal digital assistant.

17. The system of claim 15, further comprising:
the content;
a content reception system to receive the content; and
a content presentation system to present the content to the user.

18. A system comprising:

a receiver to receive broadcast content and content descriptive data;

a notification requesting system coupled with the receiver and comprising a predetermined notification system address corresponding to a notification system to receive the content descriptive data and to generate a notification request addressed to the notification system and comprising the content descriptive data; and

a transmitter coupled with the notification requesting system to receive the addressed notification request and to transmit the request to the notification system.

19. The system of claim 18:

wherein the notification system is a mobile notification system; and

wherein the notification requesting system comprises an address of the mobile a notification system.

20. The system of claim 18, further comprising:

a cache to store received content; and

a profiling system to modify a user profile by storing content descriptive data for content that the user consumes.